

Marketing-Cloud-Personalization - Marketing Cloud Personalization Accredited Professional Exam Updated Valid Exam Testking



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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Certification Exam is a comprehensive certification exam designed to test the knowledge and skills of professionals in the field of Salesforce Marketing Cloud. Marketing Cloud Personalization Accredited Professional Exam certification program is designed to equip professionals with the skills and knowledge needed to use the Salesforce Marketing Cloud platform to create personalized and targeted marketing campaigns, which can help businesses to better understand and engage with their customers.

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Salesforce Marketing-Cloud-Personalization (Marketing Cloud Personalization Accredited Professional) Exam is a certification that is designed to test an individual's knowledge and expertise in personalizing marketing experiences using the Salesforce Marketing Cloud platform. Marketing-Cloud-Personalization exam is intended for professionals who are responsible for creating personalized marketing campaigns that are designed to engage customers and increase revenue. Marketing Cloud Personalization Accredited Professional Exam certification is highly valued in the industry and is a testament to an individual's expertise in using the Salesforce Marketing Cloud platform.

Salesforce Marketing Cloud Personalization Accredited Professional Exam Sample Questions (Q17-Q22):

NEW QUESTION # 17

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single view of customer
- B. Unified view of customer
- **C. Unified customer profile**
- D. Single Source of Truth

Answer: C

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

NEW QUESTION # 18

A brand wants to do an ad-hoc export of a new user-defined attributes, what option would they choose?

- A. The option to exclude anonymous fields on a segment export
- B. The option to send segment data to Marketing Cloud
- C. The option to include built-in fields on a segment export
- **D. The option to include all custom fields on a segment export**

Answer: D

NEW QUESTION # 19

What qualifies a web visitor to see any experience of a web campaign?

- **A. Campaign tracking rules**
- B. Einstein Recipe Ingredients
- C. Einstein Next Best Action
- D. Email campaign rules

Answer: A

Explanation:

In Salesforce Marketing Cloud Interaction Studio (Marketing Cloud Personalization), Campaign Tracking Rules determine when and how a web visitor qualifies to see an experience from a web campaign. These rules are essential for ensuring that campaigns are targeted accurately and delivered to the appropriate audience.

1. Campaign Tracking Rules

What It Is: Campaign tracking rules specify the conditions under which a visitor becomes eligible to see a web campaign experience. These rules are often based on user behaviors, attributes, or interactions with the website.

Purpose:

To define entry conditions for campaign participation.

To ensure relevant and personalized experiences for qualified visitors.

How It Works:

Tracking rules are defined at the campaign level in Interaction Studio.

Rules can include conditions such as:

Pages visited.

Specific clicks or interactions.

Time spent on a webpage.

Referral sources or UTM parameters.

When a visitor's behavior matches the tracking rules, they qualify to see the campaign experience.

Example:

A visitor who views a product page and spends more than 30 seconds qualifies to see a promotional banner for that product.

Documentation Reference: Campaign Tracking Rules Overview.

Why Other Options Are Not Correct

B). Einstein Next Best Action:

Einstein Next Best Action provides recommendations for actions based on predictive algorithms. While it can inform decisions, it

does not directly determine qualification for web campaigns.

Reference: Einstein Next Best Action.

C). Einstein Recipe Ingredients:

Recipe ingredients are used for personalizing product or content recommendations based on AI models, not for qualifying visitors for web campaigns.

Reference: Einstein Recipes Overview.

D). Email Campaign Rules:

Email campaign rules are specific to email personalization and are unrelated to web campaign qualification.

Reference: Email Campaign Personalization.

Documentation Reference

Campaign Tracking Rules in Interaction Studio.

NEW QUESTION # 20

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Catalog
- B. Objects
- C. Directory
- D. Channel

Answer: A

NEW QUESTION # 21

What is the Marketing Cloud Personalization terminology for the collection of products and content as well as related categories, and tags - such as brand, gender, style, keyword, and author?

- A. Catalog
- B. Objects
- C. Directory
- D. Channel

Answer: A

Explanation:

The Catalog is a collection of products and content along with related categories and tags (e.g., brand, gender, style). It is used for managing and personalizing recommendations.

Reference: Salesforce Interaction Studio Catalog Setup Documentation.

NEW QUESTION # 22

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